



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Initial Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication Network

Examiner: Al Aubaidi, Rasha S  
Group Art: 2614

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January 30, 2008

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Edward M. Weisz

Name of applicant, assignee or Registered Representative

Signature

January 30, 2008

Date of Signature

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

SIR:

In response to the Office Action dated October 30, 2007, please amend the above-identified  
application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2  
of this paper.

**Remarks** begin on page 9 of this paper.